



(12)

**EUROPEAN PATENT APPLICATION**

(88) Date of publication A3:  
04.03.1998 Bulletin 1998/10

(51) Int Cl.<sup>6</sup>: **H04N 7/16**

(43) Date of publication A2:  
16.07.1997 Bulletin 1997/29

(21) Application number: 97300047.4

(22) Date of filing: 07.01.1997

(84) Designated Contracting States:  
DE FR GB

(30) Priority: 10.01.1996 JP 1913/96

(71) Applicant: **SONY CORPORATION**  
**Tokyo (JP)**

(72) Inventors:

- Naoki, Kigawa  
Shinagawa-ku, Tokyo (JP)
- Masayuki, Miyagawa  
Shinagawa-ku, Tokyo (JP)

- Yoshimoto, Muratsubaki  
Shinagawa-ku, Tokyo (JP)
- Kazuhiro, Akaike  
Shinagawa-ku, Tokyo (JP)
- Mika, Ito  
Shinagawa-ku, Tokyo (JP)

(74) Representative: Pratt, Richard Wilson et al  
D. Young & Co,  
21 New Fetter Lane  
London EC4A 1DA (GB)

**(54) Transmission and/or reception of signals**

(57) A signal is transmitted which includes personalized information including data representing information about specific programs targeted for a specific viewer.

A reception apparatus comprises:

an extraction unit (22, 23, 28) for extracting the data representing the information about the specific programs from the broadcast signal received; and a display

unit (26) for displaying the information about the specific programs on the basis of the data representing the information about the specific programs.

A transmission apparatus comprises:

means (10, 1, 2, 3) for generating the personalised information including the program data; and

means (7, 8, 9) for combining the personalized information with a broadcast program signal.

FIG. 1

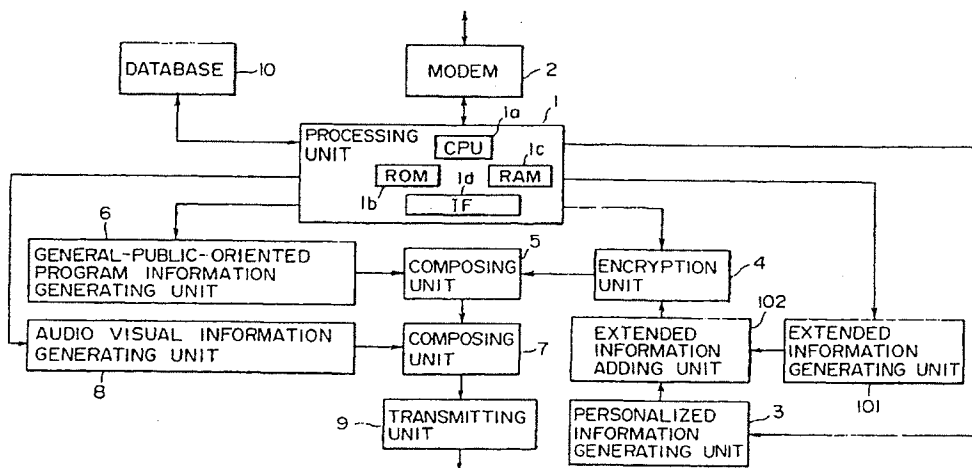
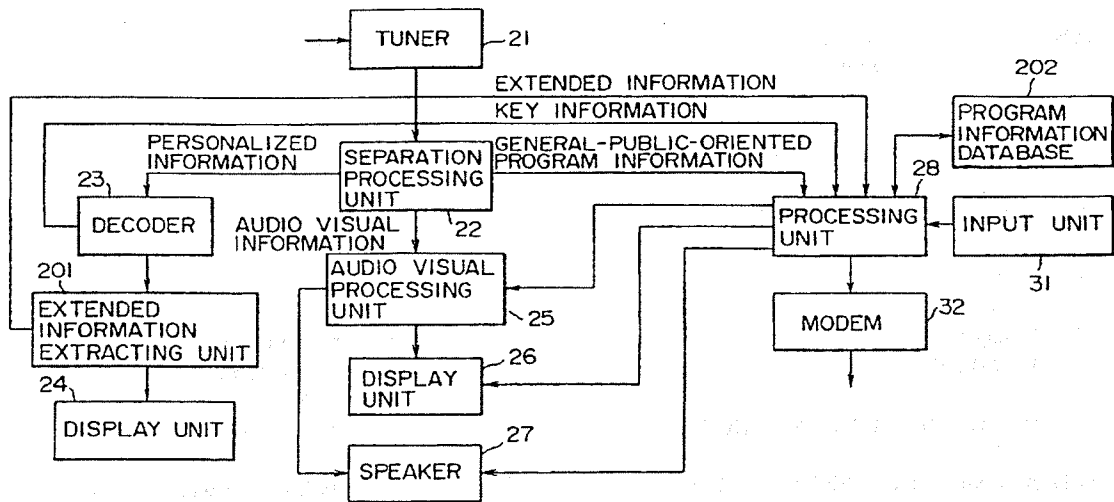


FIG. 2





European Patent  
Office

# EUROPEAN SEARCH REPORT

Application Number  
EP 97 30 0047

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
Y	US 5 473 609 A (CHANEY JOHN W)	1,8,10,12,14,16	H04N7/16
A	* the whole document *	2-7,9,11,13,15,17	
Y	WO 94 29811 A (SCIENTIFIC ATLANTA)	1,8,10,12,14,16	
A	* the whole document *	2-7,9,11,13,15,17	
A	WO 94 14280 A (DISCOVERY COMMUNICAT INC) * the whole document *	1-17	
A	BESTLER C: "FLEXIBLE DATA STRUCTURES AND INTERFACE RITUALS FOR RAPID DEVELOPMENT OF OSD APPLICATIONS" PROCEEDINGS FROM ELEVEN TECHNICAL SESSIONS OF THE ANNUAL CONVENTION AND EXPOSITION OF THE NATIONAL CABLE TELEVISION ASSOCIATION, SAN FRANCISCO, JUNE 6 - 9, 1993, no. CONVENTION 42, 6 June 1993, RUTKOWSKI K, pages 223-236, XP000410503 * the whole document *	1-17	TECHNICAL FIELDS SEARCHED (Int.Cl.6)  H04N G06F H04J
The present search report has been drawn up for all claims			
Place of search BERLIN		Date of completion of the search 17 December 1997	Examiner Greve, M
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

EPF FORM 1503 03 82 (P04C01)